MARLBORO COUNTRY STORE
Program Review*

	PREVIOUS WEEK (8/10/94)		CURRENT WEEK (8/17/94)		CUMULATIVE (8/17/94)	
MAIL RECEIPTS		**92,512**		**75,319**		**933,416**
% of Mail Receipts Processed						97%
TOTAL ORDERS PROCESSED	**86,721**	**100%**	**29,645**	**100%**	**904,628**	**100%**
Fulfilled	58,055	67%	19,304	65%	705,226	78%
Partially Back-ordered	16,579	19%	872	3%	119,579	13%
Wholly Back-ordered	12,087	14%	9,469	32%	79,823	9%
INELIGIBLE REQUESTS		**6,469**		**6,561**		**43,131**
% of Mail Receipts						5%
TOTAL ITEMS ORDERED	**217,893**	**100%**	**74,149**	**100%**	**2,048,932**	**100%**
Low Mileage	114,936	53%	38,529	52%	1,186,822	58%
Mid Mileage	53,190	24%	18,256	25%	479,727	23%
High Mileage	49,767	23%	17,364	23%	382,383	19%
TOTAL ITEMS PER ORDER		**2.51**		**2.50**		**2.26**
Low Mileage		1.33		1.30		1.31
Mid Mileage		0.61		0.62		0.53
High Mileage		0.57		0.59		0.42
TOTAL MILES REDEEMED	**93,792,650**	**100%**	**32,259,620**	**100%**	**793,110,095**	**100%**
Low Mileage	21,108,245	23%	7,044,325	22%	215,545,440	27%
Mid Mileage	23,950,735	26%	8,212,350	25%	212,955,845	27%
High Mileage	48,733,670	52%	17,002,945	53%	364,608,810	46%
TOTAL MILES PER ORDER		**1081.54**		**1088.20**		**876.73**
Low Mileage		243.40		237.62		238.27
Mid Mileage		276.18		277.02		235.41
High Mileage		561.96		573.55		403.05
TOP 5 ITEMS ORDERED (Cum To-Date)						
Bandana	29,465	14%	9,852	13%	303,625	15%
T-shirt Bundle	20,284	9%	6,680	9%	202,644	10%
Total Jean Jacket	22,362	10%	7,770	10%	182,231	9%
Wallet	17,046	8%	5,741	8%	170,417	8%
Lighter	16,326	7%	5,510	7%	169,630	8%

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NOTE: Orders are reported on the week of Mail Receipt Date

MCS prog review-mr date

Source: https://www.industrydocuments.ucsf.edu/docs/nzjm0004